

GENERAL FACT SHEET12R-49**BILL NUMBER****BRIEF TITLE**Advertising Agreement for Pershing
Auditorium with LINPEPCO
_____**APPROVAL DEADLINE**_____

_____**REASON**To approve advertising contracts for electronic
signs at Pershing.
_____**DETAILS****POSITIONS/RECOMMENDATIONS**

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| Approving an advertising agreement between Pershing Auditorium and LINPEPCO for two exterior animated programmable electronic message systems, one interior animated programmable electronic message system and one center hung area scoreboard at Pershing. This agreement is a two year term commencing on April 1, 2012 and terminating on March 31, 2014. An amount of \$20,000 is due on 5/1/12 and another \$20,000 due on 5/1/13. | Sponsor | Finance Department/Pershing Auditorium |
| | Program Departments, or Groups Affected | Pershing Auditorium and Contracted Advertisers |
| | Applicants/Proponents | Applicant: Steve Hubka City Department: Finance Department Other: |
| Discussion (Including Relationship to other Council Actions) | Opponents | Groups or Individuals: No Known opposition. Basis of Opposition: |
| | Staff Recommendations | <input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against |
| | Board or Commission Recommendation | BY <input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> No Action Taken <input type="checkbox"/> For with revisions or conditions (See Details column for conditions) |
| | CITY COUNCIL ACTIONS (For Council Use Only) | <input type="checkbox"/> Pass <input type="checkbox"/> Pass (As Amended) <input type="checkbox"/> Council Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not Pass |

DETAILS

POLICY/PROGRAM IMPACT

| | | |
|--|--------------------------------------|--|
| | POLICY OR PROGRAM CHANGE | <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES |
| | OPERATIONAL IMPACT ASSESSMENT | |
| | FINANCES | |
| | COST AND REVENUE PROJECTIONS | COST of total project: COST of this Ordinance/Resolution |
| | | RELATED annual operating costs |
| | | INCREASED REVENUE EXPECTED: \$40,000 received over a two year term |
| | SOURCE OF FUNDS | CITY [Approximately] _____ \$ _____ % _____ \$ _____ % _____ \$ _____ % NON CITY [Approximately] _____ \$ _____ % _____ \$ _____ % _____ \$ _____ % |
| | BENEFIT COST | |
| | <input type="checkbox"/> Front Foot | Average Assessment |
| | <input type="checkbox"/> Square Foot | \$ _____ \$ |
| | | |
| | | |

APPLICABLE DATES:

FACT SHEET PREPARED BY: Steve Hubka

REVIEW BY: Steve Hubka, Finance Director

REFERENCE NUMBER: